

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re The Application of:)
David Page et al.)
Serial No.: Not yet assigned) Examiner: Not yet assigned
Filed: Herewith) Art Unit: Not yet assigned
For: MESSAGE-BASED REFERRAL)
MARKETING)

**DECLARATION BY ASSIGNEE CLAIMING
SMALL ENTITY STATUS UNDER 37 CFR §§1.9(f) and 1.27(b)**

As an authorized officer of the below named assignee, I hereby declare that the assignee qualifies as a small entity as defined in 37 CFR §1.9(c) for purposes of paying reduced fees under §41(a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention described in the specification identified above, and referred to as Cesari and McKenna file number 109140-0002.

The below named assignee has not assigned, granted, conveyed, or licensed and am under no obligation under contract or law to assign, grant, convey, or license any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR §1.9(c) if that person had made the invention, or to any concern that did not qualify as a small business concern under 37 CFR §1.9(d) or a nonprofit organization under 37 CFR §1.9(e).

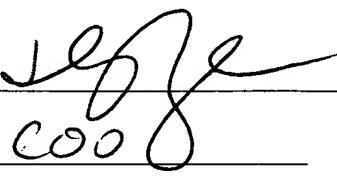
Each person, concern, or organization to which the below named assignee has assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

None

The below named assignee acknowledges the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small-entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR §1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

Prizma, Inc.

By: 

Title: COO

Date: 2/17/00

DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below-named inventor, I hereby declare that:

My residence, post-office address, and citizenship are as stated below next to my name.

I believe I am an original, first, and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled Message-Based Referral Marketing, the specification of which is attached hereto and identified by Cesari and McKenna File No. 109140-0002.

I hereby state that I have reviewed and understand the contents of the above-identified application specification, including the claims, as amended by any amendment specifically referred to herein.

I acknowledge the duty to disclose all information known to me that is material to patentability in accordance with Title 37, Code of Federal Regulations, §1.56.

I hereby claim foreign priority benefits under Title 35, United States Code §119(a)-(d) of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate filed by me on the same subject matter having a filing date before that of the application on which priority is claimed: None.

I hereby claim the benefit under Title 35, United States Code §119(e) of the following U.S. provisional application: None.

I hereby claim the benefit under Title 35, United States Code §120, of the United States Application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United State Code, §112, I acknowledge the duty to disclose all information that is material to patentability in accordance with Title 37, Code of Federal Regulations, §1.56, and which became available to me between the filing date of the prior application and the national or PCT international filing date of this application: None.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment or both under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

I hereby appoint Michael E. Attaya, Reg. No. 31,731; Charles J. Barbas, Reg. No. 32,959; Joseph H. Born, Reg. No. 28,283; Robert A. Cesari, Reg. No. 18,381; Yong S. Choi, Reg. No. 43,324; Brian C. Dauphin, Reg. No. 40,983; Steven J. Frank, Reg. No. 33,497; Christopher K. Gagne, Reg. No. 36,142; A. Sidney Johnston, Reg. No. 29,548; William A. Loginov, Reg. No. 34,863; John F. McKenna, Reg. No. 20,912; Rama B. Nath, Reg. No. 27,072; Martin J. O'Donnell, Reg. No. 24,204; Thomas C. O'Konski, Reg. No. 26,320; Michael R. Reinemann, Reg. No. 38,280; Rita M. Rooney, Reg. No. 30,585; Heather B. Shapiro, Reg. No. 41,305; Patricia A. Sheehan, Reg. No. 32,301; and Joseph Stecewycz, Reg. No. 34,442, Cesari and McKenna, LLP, 30 Rowes Wharf, Boston, Mass. 02110, jointly, and each of them severally, my attorneys and attorney, with full power of substitution, delegation and revocation, to prosecute this application, to make alterations and amendments therein, to receive the patent and to transact all business in the Patent and Trademark Office connected therewith. Please direct all telephone calls to Steven J. Frank at (617) 951-2500. Please address all correspondence to Steven J. Frank.



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David Shnaider

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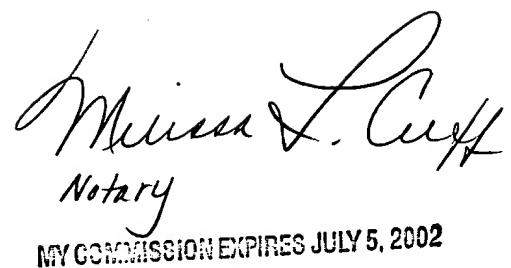


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Melissa L. Cuff
Notary

MY COMMISSION EXPIRES JULY 5, 2002